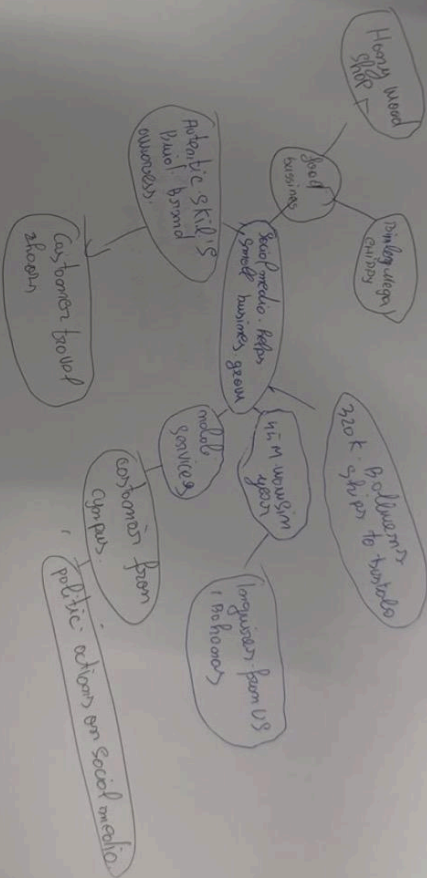




Assessment 1 – Reading Task Template

PART 1: Upload your photo of your A3 in-class notes here:

LNU LUCID ~~2611785~~
 10NELA ILIE 2609618
 27Ruino. Bartkavics 2619291



Step 1
 who is mentioned?
 MURIEL MURIEL
 GINNY MURIEL
 LINDA MURIEL
 KRISTY CHANDLER

PART 2:

- Answer every question below in 1-3 **full** sentences.
- Use your own words. Do not use generative AI to answer these questions.
- Include a specific detail from the text when asked.

REMINDER

- The main idea is the overall message of the whole text.
- A key point helps to explain the main idea.
- A specific detail or example from the text shows that the key point is true.

1. What is the main idea of the whole text?

social media platforms allow small, local businesses to go viral and transform into highly successful enterprises by attracting customers from long distances.

2. What is one key point that supports the main idea, and which specific example from the text shows this?

key point: going viral can attract customers from hours away to a local food business

specific example: the owner of honywood sandwich shop stated that customers traveled three hours just to try their chicken burger after a video went viral online.

3. What is a different key point that supports the main idea, and which specific example from the text shows this?

key point: social media allows niche retail shops to attract international clients.

specific example: krystalls boutique gained millions of views from cipro to buy a prom dress.

4. Which part of the text do you think is most important, and why?

most important part: the people buy from people section at the end.

why: it explains why these videos work. it shows that customers prefer authentic, relatable content over traditional, boring advertisements.

Reflection:

- #### **5. What did you find difficult in this task (including in-class components), and why was it difficult?**
- answer: it was difficult to choose only two supporting points because the text contains many different successful business examples.**

6. What helped you with this difficulty, and how did it help you?

answer: looking at the subheadings helped me separate the food examples from the retail examples easily.